

U.S. Customs and
Border ProtectionUNITED STATES
PATENT AND TRADEMARK OFFICE

U.S. Customs and Border Protection (CBP), Office of Trade, is pleased to announce the following complimentary webinar in collaboration with the U.S. Patent and Trademark Office as part of CBP's *Year of the SME* Programming:

Beyond Registration: Taking Your Copyright and Trademark Rights to the Next Level

Protecting your intellectual property through registration is critical to building your brand and protecting your creative assets, but what next? For small- and medium-sized businesses (SMEs) trading in the global economy, it's time to think beyond the borders. In this joint program hosted by the U.S. Patent and Trademark Office (USPTO) and U.S. Customs and Border Protection (CBP), discover how to enforce your intellectual property rights domestically and abroad, including considerations for international protection of trademarks and copyrights, and how to work with CBP to keep infringing imports out of the stream of commerce.

Join us on June 30, 2021
at 1 – 2:30 pm EDT

Register Today
[by clicking here for the registration link](#)

About the U.S. Patent and Trademark Office (USPTO)

The [USPTO](#), an agency of the U.S. Department of Commerce, is America's Innovation Agency, and the federal agency for granting U.S. patents and registering trademarks. This program features speakers from the [USPTO Office of Policy and International Affairs](#) (OPIA). OPIA assists the Under Secretary of Commerce for Intellectual Property and Director of the USPTO in advising the President (through the Secretary of Commerce) and federal agencies on domestic and international IP issues as well as on U.S. treaty obligations. The office also provides technical assistance and training on IP-related matters to U.S. stakeholders and both U.S. and foreign government officials through its [Global Intellectual Property Academy](#). Learn more at www.uspto.gov.

About U.S. Customs and Border Protection, Office of Trade

The CBP Office of Trade is not only tasked with facilitating legitimate trade, but also enforcing the law, safeguarding the American economy, ensuring consumer safety, and creating a level playing field for American businesses - especially our SMEs! CBP has broad authority to protect federally registered trademarks and copyrights at the border by preventing the entry of infringing imports into U.S. commerce, provided these IP rights are recorded through the e-Recordation program. CBP enforces all recordations, no matter how large or how small the enterprise of the IP owner. Learn more at visit <https://iprr.cbp.gov/>.